



CHEVROLET FOR 1961



IMPALA SPORT SEDAN in Jewel Blue. Lustrous looking roof style... high visibility windshield design.

TRIM NEW SIZE

THIS IS THE CAR YOUR IDEAS HELPED SHAPE. In each line, each dimension, reflects a sincere concern for the things that matter most to you. In size . . . it's trimmer (the better to handle and park). In style . . . it's simpler. Inside . . . where it counts, it's actually more roomy than ever. Even the new door openings are wider to make going and coming easier. And for 1961, Chevrolet offers the greatest

this 1961 Chevrolet

model choices ever for economical driving—3 thrifty passenger car series (14 models in all), 6 Station Wagons (all with 4-door convenience), 9 new Chevy Corvair models (including 2 new Corvair Station Wagons and 2 new Greenbrier Sports Wagons), plus the Corvette (and there's a new look to America's sports car). Altogether, they make Chevrolet for '61 **THE GREATEST SHOW ON WORTH!**



BEL AIR SPORT COUPE in Tuxedo Black. Smaller roof panel . . . extra-large rear window.



IMPALA 2-DOOR SEDAN in Fawn Beige. Richly styled, rust-free aluminum trim moldings.

CLEAN NEW STYLE

If ever a car was right for its time, it's Chevrolet for '61! Here is the neatly tailored simplicity you've been asking for. Its clean lines are combined with a trim new size (a practical plus for getting around town).

Its anodized aluminum grille is classically clean. And Chevy's new slanting windshield pillars blend beautifully with its distinctively new roof styling. *In this 1961 Chevrolet you are seeing the new trend of the Sixties!*

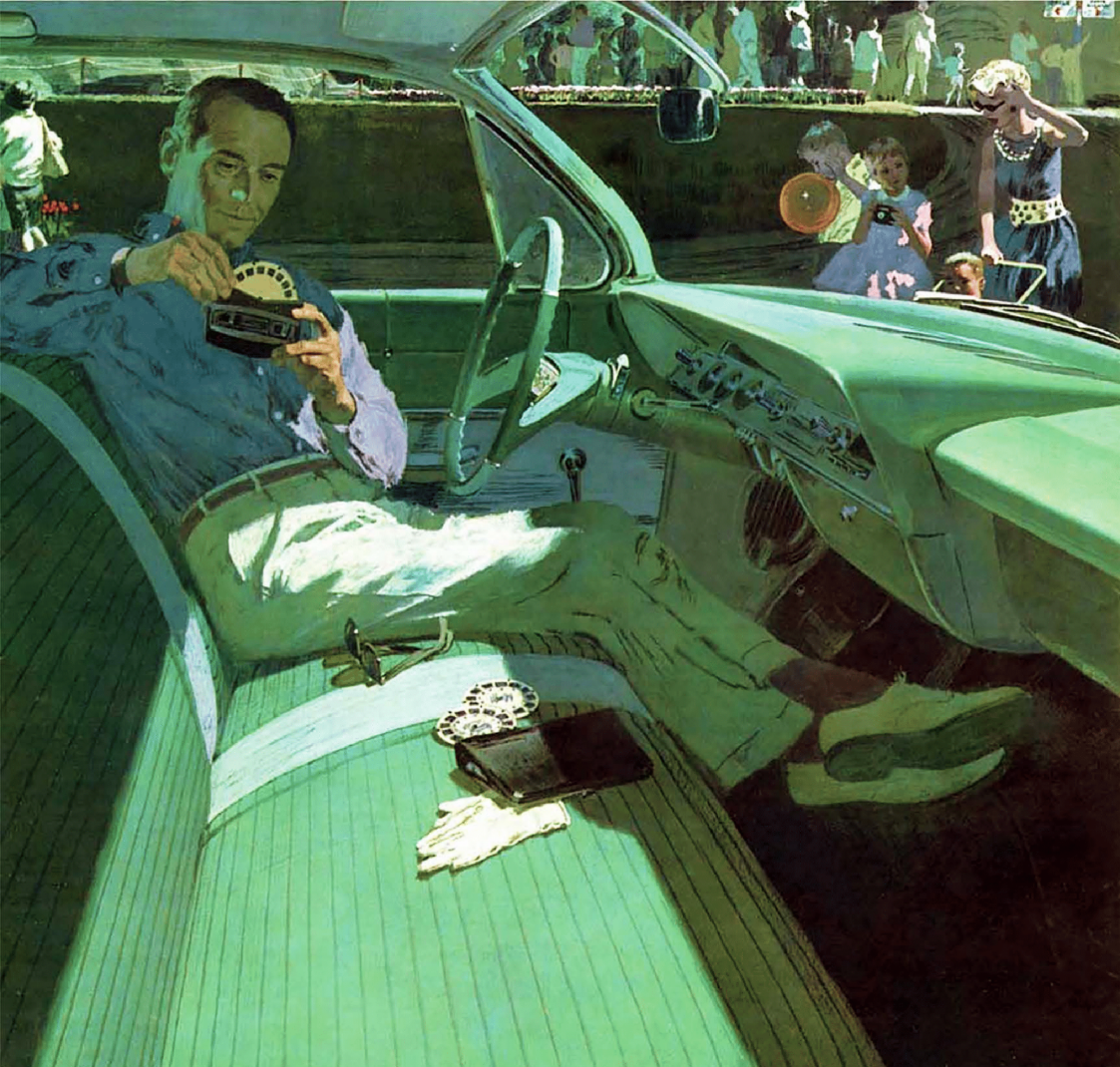
WITH A CHOICE OF
3 NEW
ROOF LINES



Gently sloping front pillars and sleek rear pillars are the basis for this new roof line on all Sport Coupes. This clean, slim design has great structural strength . . . gives a delightfully light and airy effect.

Chevy Sedans take on the flair of sports models! For 1961, all Chevrolet 2-Door and 4-Door Sedans feature this modern canopy roof. Roof extension shields rear seat passengers from the heat of the summer sun.

A distinctively new silhouette identifies Chevrolet Sport Sedans for 1961. Wide, substantial rear pillars and custom-formed roof add a touch of town-car luxury.

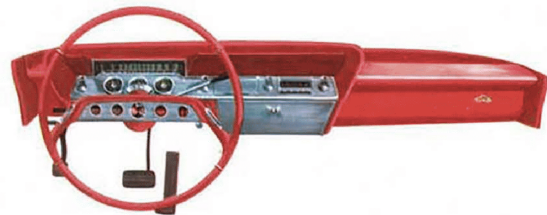


FINE NEW COMFORT

NEW WIDER DOORS • HIGHER SEATS • EASY-TO-REACH, EASY-TO-SEE INSTRUMENT CONSOLE • HUGE EASY-TO-LOAD TRUNK

In every dimension, this 1961 Chevrolet has been planned for your convenience. In fact, you can actually measure the comfort you get! Door openings are wider and roomier in every model. Higher seats give more comfortable seating. Best of all, careful engineering has given Chevy the remarkable combination of *trim new size outside . . . more room inside* in the dimensions that mean most to your comfort! There's more front seat head room and leg room in all models . . . more rear foot room. And the quality and workmanship in Chevy's Body by Fisher are evident at a glance. There are functional fabrics, in a wide variety of bright new colors and patterns. The handsome new Instrument Console strikes a clearly luxurious note—puts all controls at your finger tips. Chevrolet's new trunk design gives you more usable luggage space. Here, indeed, is fine new comfort in Chevrolet for 1961 . . .

THE GREATEST SHOW ON WORTH!



LOOK AT Chevrolet's completely new Instrument Console. See how all the instruments, including the clock in Impala models, are positioned directly in front of the driver. In addition, its compact design puts the heater controls, radio controls, ash tray and glove box all within easy reach of the driver.

SIT BACK in the front seat. Notice how comfortably erect you sit, how easily your feet reach the pedals. The reason is that Chevrolet seats are *higher* this year, more nearly chair height. Every model has more front seat head room and leg room. And a new raised platform on the toe pan allows the left foot to rest in approximately the same position as the right for greater driver comfort.



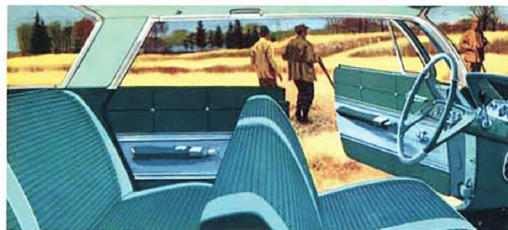
SLIP OUT OF the spacious '61 Chevy. See how easily your head clears the top of the door opening. Notice how simply you can step from the seat to the ground. That's because every door opening of every Chevrolet is wider for 1961 (over a half foot wider in 2-door models). And the door sill is low to make the step an easy one. A narrower driveline tunnel gives rear seat passengers more foot room.



LOAD this new trunk and see how its big dimensions make loading easier. Its *lower sill* (up to 10.5 inches lower) extends full width . . . means less lifting, makes bulky items easier to stow. Its *wide lid* makes it easy to load from the side. The *deep well* in the trunk floor provides a place for cargo that's tall. And space is more usable with the spare tire tucked up out of the way.



IMPALA SERIES



MOST LUXURIOUS CHEVROLET You'd be hard pressed to find a reason for wanting any more car than this! The elegant Impala is unquestionably the finest car in its field. Its new Instrument Console, a Chevy exclusive, puts every control—even the glove box—within easy reach of the driver. And Impala standard equipment also includes such luxury features as electric clock, parking brake warning light, back-up lights, rich deep-twist carpeting, fingertip door releases and custom-length arm rests.



IMPALA SPORT COUPE in Honduras Maroon. Tremendous expanse of glass creates a wide open feeling.

◀ Open the door of any Impala, this one is a Sport Sedan, and you'll discover a brand of beauty you'd expect to find in only the highest priced cars. Impala seats are upholstered in rich patterned fabrics, trimmed with soft leather-grain vinyl and finished with distinctive bright metal end panels. Interiors are available in six beautiful color combinations. De luxe window cranks, fingertip door releases and extra-long armrests with built-in safety reflectors all add to the Impala's air of elegance. And in every Impala model, front or rear, you enjoy the comfort of foam cushioned seats.



IMPALA SPORT SEDAN in Arbor Green. Glamorous hardtop styling...tasteful, easy to care for trim accents.



IMPALA 4-DOOR SEDAN in Silver. Beautifully sculptured rear deck...distinctive Impala triple taillight design.



IMPALA CONVERTIBLE in Seasmist Turquoise. Top down...fun! Top up...snug and weatherlight! And tough Chevrolet top fabric lives a long life.



IMPALA 2-DOOR SEDAN in Coronet Cream. A newcomer to the Impala Series. Features a new canopy roof, wide new doors and slim pillar sedan styling.

SERIES BEL AIR



BEL AIR 2-DOOR SEDAN in Twilight Turquoise. Lowest priced Bel Air model.



Sport Coupe and Sport Sedan models are decked out in freshly styled striped fabric. Colors include red, gray, green, blue, turquoise and lawn. Tri-color accent lines decorate the vinyl seat and door panel trim. Beneath your feet is sport models a deep-twist carpet with rubber inserts for areas of greatest wear.



Bel Air 2-door and 4-door Sedans feature this new patterned upholstery for '61. (Shown above is the 2-door Sedan in turquoise. This interior is offered in a total of five bright new colors and is complemented by a wear-resistant vinyl-coated rubber floor mat keyed to interior color.



BEL AIR SPORT COUPE in Roman Red and Ermine White. New parallel-action windshield wipers, standard on every Chevy, clear more glass area.



BEL AIR 4-DOOR SEDAN in Shadow Gray. Chevrolet's mammoth new trunk gives more usable luggage space . . . more easily reached.

CHEVROLET'S POPULAR PRICED MODELS *Again, for 1961, the Bel Air has all it takes to make it America's most popular model. Chevy's slim new size makes it easier than ever to drive, park and garage. Its clean lines promise lasting beauty and value. And such comforts as glove box light, automatic dome light, foam cushioned seats front and rear, de luxe door handles and window cranks, twin rear ash trays and de luxe steering wheel with thumb button horn are standard equipment. All these basic Chevy virtues are yours in Bel Air, plus a price that makes buying too easy to resist.*



BEL AIR SPORT SEDAN in Almond Beige. New de luxe steering wheel with convenient thumb button horn.

BISCAYNE SERIES FOR 1961!



BISCAYNE 2-DOOR SEDAN
in Jewel Blue and Lorraine White. New, functional high-level vent ports supplement air for engine cooling.

LOWEST PRICED FULL-SIZE CHEVY. This beauty is a bargain at the price! In Chevrolet's Biscayne you enjoy the solid quality and comfort of Body by Fisher. Its rugged construction will take the bumps and jolts of the toughest everyday driving, and still stay tight and quiet. Foam cushioned front seat, dual sun visors, two arm rests, safety door locks and glove box lock are all standard equipment. These are the kind of quality features that make every Chevy more satisfying to own, worth more at trade-in time.

BISCAYNE INTERIORS have their own distinctive trim and upholstery. This interior is available in light and medium blue, light and medium green and light, medium and dark gray. A durable, easy-to-clean vinyl coated rubber mat, keyed to interior color, covers the floor.



BISCAYNE 4-DOOR SEDAN in Fawn Beige. Narrower front-end design gives more foot room in the rear.



BISCAYNE UTILITY SEDAN in Turbido Black. Rear compartment provides 28.5 cu. ft. of carrying capacity.

BISCAYNE FLEETMASTER

These low-priced workers mean business! That's because Chevrolet's Fleetmaster is specially designed to lend a helping hand in your business. It's more economical to buy and to operate. The Fleetmaster is offered in both 2-Door and 4-Door Sedan models. For specific information on models and options, consult your Chevrolet salesman.

BISCAYNE FLEETMASTER 2-DOOR SEDAN in Jewel Blue



BISCAYNE FLEETMASTER 4-DOOR SEDAN in Arbor Green.

6

FULL-SIZE STATION WAGON MODELS

ALL WITH 4-DOOR CONVENIENCE . . . CHOICE OF 6- OR 9-PASSENGER SEATING

For 1961, Chevy Wagons are offered in 3 six-passenger and 3 nine-passenger models. There's up to 97.5 cu. ft. for cargo, and every model gives you the convenience of four wide doors. A new *concealed compartment* under the rear platform gives additional storage space in all models. Chevy Wagons convert for cargo in a twinkling. For example, the second seat in all models folds flush with the floor in a *single motion*. A substantially wider, taller tailgate opening makes it simpler to stow loads, easier to enter the rear-facing third seat. Special concealed hinges counterbalance more of the tailgate weight . . . make it easier to open and close. Electrically operated rear window is standard on 9-passenger wagons, optional at extra cost on 6-passenger models.

FOR FURTHER INFORMATION ON CHEVROLET STATION WAGONS, ASK YOUR SALESMAN FOR THE 1961 CHEVROLET STATION WAGON CATALOG



Loading's easier than ever in Chevy Wagons! For 1961, the tailgate opening is wider (almost 9 inches) and higher. The loading platform is lower, and there's more usable room inside to stow the load. With tailgate down, you have nearly 10 feet of load length.



NOMAD 4-DOOR 9-PASSENGER STATION WAGON in Roman Red. Most luxurious Chevy wagon, featuring Impala trim and equipment.



BROOKWOOD 4-DOOR 6-PASSENGER STATION WAGON
in Honduras Maroon. Chevy's lowest priced wagon upholstered in washable patterned vinyl.



PARKWOOD 4-DOOR 6-PASSENGER STATION WAGON
in Arbor Green. Offers 10.5 cu. ft. of hidden cargo space beneath the floor. Buck is optional at extra cost.

A RIDE THAT'S UNBELIEVABLY SMOOTH AND QUIET

TREAT YOURSELF TO A RIDE IN THE '61 CHEVY! When you do, you'll find that this new Chevrolet has one of the softest, quietest rides you've ever experienced . . . a ride that would delight the owners of cars costing far more.

There are a flock of fine reasons for Chevy's markedly superior ride. First and foremost, Chevrolet gives you Full Coil suspension. Most of the road's roughness never gets past Chevy's 4 big coil springs. They soak up road shock like a sponge . . . and unlike old-fashioned leaf springs, they never squeak, never wear out and never need lubrication.

In every Chevrolet there are over 725 insulating and cushioning points, utilizing a variety of carefully tested sound and vibration deadening materials. Chevy's eight extra-thick body mounts are made of specially formulated Butyl rubber, and are scientifically placed to assure the most effective possible dampening action. More than 100 other strategically located bushings and insulating parts help absorb vibrations before they reach you. (Only Chevrolet, for instance, cushions its steering shaft to prevent road hum and shock from being transmitted to the driver's hands through the steering wheel.) And there are over 600 individual locations where fluid-type sealers, sprayed-on insulation and anti-squeak material are used to silence each Chevy.

Then there's the famous Unisteel construction of Chevy's Fisher Body. Rigid roof, body and floor panels are welded together, forming a unit that will remain solid, tight and quiet for years to come.

Chevrolet's rugged Safety-Girder frame is X-built for extra rigidity with a sturdy steel center support, and heavy box-section body side rails for greater passenger protection. Its X-built construction makes Chevy's Safety-Girder frame the best designed, most rigid foundation in its field.

All these fine Chevy features give Chevrolet the most quiet, vibration-dampened, relaxing ride you've ever tried . . . the ONE GREAT RIDE in its field!

EASY HANDLING AND PARKING Slimmed down all around for '61, Chevy is easier than ever to handle and park. Chevrolet's great suspension system is another reason for its exceptional handling. Its four-link rear suspension means built-in resistance to side-sway and rear-end squat when accelerating. And Chevy's wide tread and Full Coil suspension combine to increase road stability and cut car lean on cornering to a minimum. Ball-Race steering gear, almost frictionless, makes Chevrolet the most effortless, most precise handling full-size car on the road.

SMOOTH, QUICK STOPPING Chevrolet's highly effective Safety-Master brake design features long wearing bonded brake linings, and special air-cooling wheel slots to keep temperature down . . . stopping-power up! Big brake cylinders mean plenty of braking force for smooth, quick stops with low pedal pressure.



51 MAJOR POINTS OF ISOLATION Chevrolet's remarkably silent, cushioned ride is the result of a dedicated effort by Chevrolet engineers to separate you from the sounds and shocks of the road. A variety of specially formulated insulating materials, placed at strategic locations, virtually eliminate noise and vibration transmitted through metal to metal contact. Key points of isolation are listed.

A. 8 specially compounded vibration-absorbing Butyl rubber body mounts. **B.** 10 heavy rubber bushings in front stabilizer bar. **C.** 4 non-metallic steering knuckle spherical joint liners. **D.** 8 front upper and lower control arm rubber insulators. **E.** 6 rear upper and lower control arm rubber insulators. **F.** 2 rear lateral control bar rubber bushings. **G.** 12 thick rubber shock absorber mountings. **H.** 1 exclusive fiber steering column cushion.



A HOST OF QUALITY FEATURES MAKE CHEVY THE GREATEST SHOW ON WORTH

In this fine new Chevrolet, as in the past, it's the quality extras that make the big difference. Chevrolet's sincere concern for your comfort adds immeasurably to the everyday pleasure and long-term satisfaction of owning a Chevy.

MAGIC-MIRROR ACRYLIC LACQUER is everything an automotive finish should be. Its natural deep-down luster is protected by its acrylic (plastic) base. This tough finish resists sun, salt, road tar and chipping . . . retains its showroom shine with little more care than a car wash. You can choose from 15 solid colors (9 of them totally new) and 10 two-tone combinations. Many are luxurious high-metallic finishes.

BRIGHT ALUMINUM TRIM resists weather, won't rust . . . looks like new for the life of your car. This good-looking, hardy metal is used for trim moldings, emblem frames, grille and nameplates, adds sparkle and value to every Chevrolet.

SAFETY PLATE GLASS in every window of every '61 Chevrolet gives driver and passengers the finest panoramic viewing. This glass is used all around exclusively by Chevy in the low-price class.

NEW CLEAN-SWEEP WINDSHIELD WIPER ACTION gives greater visibility in wet weather. These new, parallel-action wipers

clear the windshield in an overlapping pattern . . . for better clearance at the center. Electrically operated, they wipe at a constant rate regardless of engine speed. Two-speed electric wipers with windshield washer are optional at extra cost.

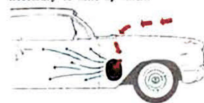
NEW DEFROSTER DESIGN in both Recirculating* and De Luxe Heaters* features short ducts and wide, large defroster nozzles. As a result, warm air, moving slowly, efficiently clears the windshield . . . giving quicker de-icing and fog removal. For better visibility almost immediately, the warm air stream is directed against the windshield near eye level.

5-POSITION IGNITION SWITCH gives Chevrolet owners a new convenience feature. Switch positions include: Accessory, Lock, Off, On and Start. The "Accessory" position allows operation of radio, heater and directional signals, separate from the battery drain of the engine ignition system. "Accessory" and "Lock" positions require a key to operate. As before, when the ignition is left in the "Off" position, the car can be started without the key, a great convenience in parking lot situations. Other Chevy convenience features: the same key that fits the ignition also fits the door locks, trunk and glove box—and push-button locks let you lock any door without a key.

FISHER BODY CRAFTSMANSHIP Every Chevrolet features the quality and workmanship found only in a Body by Fisher. For example: window sills are finished in leather-grain vinyl, there are no exposed screws or garnish moldings. Upholstery and trim detailing reflect the craftsmanship of Fisher Body methods. Fabrics are selected only after exhaustive Fisher Body seat wear tests have proven their durability.

DUAL HEADLIGHT SYSTEM, with individual sealed beam lamps for low and high beams, requires no compromise in filament location or lens design. As a result, you get better focused light that blankets the road ahead.

FOOT-OPERATED PARKING BRAKE, compared to other types, offers extra gripping power, safer release action, is easier to operate. When the brake is set, a T-handle on the dash pops out. The brake is released simply by pulling the T-handle, and "spring-back" of the foot pedal is completely eliminated. Special ratchet action feature permits additional foot-strokes when necessary to take up slack.



HIGH-LEVEL VENTILATION gives cleaner, fresher air for passenger compartment! Air for ventilation is taken in at the cowl, above low-lying dust and exhaust fumes from other cars.

PRECISION BALANCED WHEELS on every Chevrolet mean that wheels roll easier, tires wear longer. This is an extra step in the production of each Chevrolet, one more way in which Chevy takes better care of you.

TYREX CORD TIRES feature a narrow cord design, use more cords per ply. The happy result is that they run cooler and last longer. Special tread material gives excellent traction, even on wet pavement, and a quieter ride.

*Optional at extra cost.

A WIDE RANGE OF V8'S—ECONOMY TURBO-FIRE V8 makes gas saving a V8 virtue! This standard V8 engine features an economy-contoured camshaft that gives more torque, more efficient operation, in the low and middle speed ranges you use most. A finely calibrated 2-barrel carburetor also helps mete out the fuel in miserly fashion. Still another money-saving feature is the 100% aluminum cylinder head design helps boost oil economy. Full-flow oil filter is standard equipment. 283-cu-in. displacement, 8.5 to 1 compression ratio, 170 h.p.

Four-barrel carburetion gives Chevy's 283-cu-in. **SUPER TURBO-FIRE** V8 extra measure of get-up-and-go whenever the occasion calls for it. At normal cruising speeds, economy can be on just 2 barrels. 9.5 to 1 compression ratio, 230 horsepower.

Triple two-barrel carburetion puts extra muscle in the 348-cu.-in. SUPER TURBO-THRUST V8*. At normal cruising speeds you run on just two barrels, but when you need peak performance just step down on the accelerator and all six barrels go into action. Dual exhausts are standard. Compression ratio, 9.5 to 1; 280 h.p.

Standard equipment on every Chevrolet is 3-SPEED SYNCHRO-MESH... as smoothly coordinated and dependable a manual shift as any ever made. Chevrolet OVERDRIVE will give you top economy over the long haul. And a wide number of engine revolutions for each turn of the wheels... reduces engine wear, saves on gas. You can select 3-SPEED SYNCHRO-MESH* as a performance partner for any of Chevy's spirited 4-cyl., V-6's. You have a floor-mounted shift lever, and is fully synchronized in all forward speeds for smooth up- and down-shifting.		SELECT FROM THE INDUSTRY'S WIDEST CHOICE OF POWER TEAMS				
		Turbodiesel	Powerfree	4-Speed Synchro-Mesh	5-Speed Synchro-Mesh	Overdrive
280 hp. Super Turbo-Thrust V8**	X	X	X			
250 hp. Turbo-Thrust V8**†	X	X	X			
230 hp. Super Turbo-Thrust V8	X	X	X	X	X	X
170 hp. Economy-Turbo-Fire V6	X	X	X	X	X	X
135 hp. H-Train 6			X	X	X	

CHEVY OPTIONS AND POWER FEATURES

*Deturri al vostro posto!

	SELECT FROM THE INDUSTRY'S WIDEST CHOICE OF POWER TEAMS				
	TurboJet	Powertwin	3-Speed Synchro Mesh	2-Speed Synchro Mesh	Overdrive
280 h.p. Super Turbo-Thrust V8**	X		X	X	
250 h.p. Turbo-Thrust V8**	X		X	X	
230 h.p. Super Turbo-Fire V8	X	X	X	X	X
170 h.p. Economy Turbo-Fire V8	X	X	X	X	X
135 h.p. H-Thrifty 6		X	X	X	

SPECIFICATIONS

For Corvair and Corvette specifications, see separate catalogs.

BE1 AIR AND PARKWOG ADDITIONAL FEATURES—Extra-quality trim and identification, foam cushioned rear seats, nylon faced pattern cloth seat upholstery. Vinyl headlining in Sport Sedan, Sport Coupe and Parkwog (cloth in other models). Special steering wheel with dual thumb born horn control, rear armrests, cigarette lighter, glove compartment light, automatic front door light switches. Combination carpet and vinyl-coated rubber floor mats in Sport Sedan, Sport Coupe and Parkwog (vinyl-coated rubber in other models)—plus Buxtone and Brookwood standard equipment.

CLUTCH—9½-inch diaphragm spring type with Hi-Thrust 6 engine, 10-inch with Economy Turbo-Fire V8, 10-inch semi-centrifugal diaphragm spring type with Super Turbo-Fire V8, 10½-inch semi-centrifugal diaphragm spring type with Turbo-Thrust V8, Super Turbo-Thrust V8 and special V8 engines. Single plate dry disk, molded facings, permanently lubricated release bearing.

DIMENSIONS—Wheelbase, 119". Front and rear tread, 60.3" and 59.3". Overall: length 209.3", width 78.4", height—Convertible and Station Wagons 56.0", all others 55.5".

OPTIONAL EQUIPMENT**—Power steering, Power brakes, Power windows**, Electric 6-Way** motor front seat, Power tailgate window, Standard on 3- Passenger Wagons; Station Wagon 1st/2nd seat lock and lock for concealed storage compartment, Vented fuel wheel, 12-volt battery, 12-volt power outlet, Powertrain start valve, Heavy-duty clutch***, Temperature controlled fan, Heavy-duty door, 2-Lyre glass, Padlock instrument panel, De Luxe steering wheel**, Extra Heavy-Iron combustion front seat**, De Luxe or Reducing heater and defogger, All-Weather** or Cool-Clack air conditioner, Two-tone paint, WhiteWall tires, 8.00 x 14 4- ply Black tires**, Choice of radios, Dual exhaust**, Heavy-duty generators, Heavy-duty battery, Two-speed electric windshield wiper and pushbutton windshield washer, Crankcase ventilation equipment, Oil filter and oil-bath oil cleaner for Hi-Boost 6, Special police or taxicab equipment, Full line of Custom Feature accessories. **Availability at extra cost. ***Availability determined by other model or equipment.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

CHEVROLET MOTOR DIVISION • GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN



700 CLUB COUPE in Midnight Blue. De Luxe interiors in three bright colors in all 700 series models.

NEW 1961 CHEVY CORVAIR

NOW A COMPLETE LINE OF COMPLETE THRIFT CARS—INCLUDING TWO NEW STATION WAGONS AND TWO NEW GREENBRIER SPORTS WAGONS

Chevy Corvair for '61 . . . still the newest design, still the freshest style, *now backed by a year of solid proof!* And there are two new Lakewood Station Wagons and two Greenbrier Sports Wagons for '61. With these additions to the growing Corvair family, there are four more family-sized reasons for making the fun of driving Corvair a regular habit. Altogether there's a choice of nine models. And the Corvair is the only really complete thrift car in its class . . . steers and brakes so easily that extra-cost power assists are not needed. For your convenience, the new Corvair features a larger trunk (12.6 cu. ft. in all Sedans and Coupes) and a new 14-gallon fuel tank. And for '61 there's a more efficient, more economical edition of the Corvair's air-cooled aluminum rear-mounted 80-h.p. Turbo-Air 6 engine. The 98-h.p. Super Turbo-Air is optional at extra cost. 3-Speed Synchro-Mesh transmission is standard. 4-Speed Synchro-Mesh* is optional with both engines, automatic Corvair Powerglide* is available with standard engine.

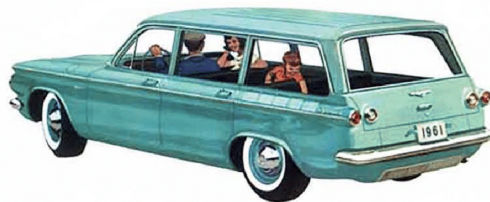
*Optional at extra cost.



500 4-DOOR SEDAN in Seasmist Turquoise. Features color-keyed interiors for 1961.



MONZA CLUB COUPE in Roman Red. Equipped with front bucket seats. Is luxuriously upholstered in soft leather-grain vinyl . . . custom trim, including deep-twist carpet.



LAKEWOOD 700 4-DOOR STATION WAGON in Seafair Green. Lively Corvair Turbo-Air 6 is standard equipment.



GREENBRIER DE LUXE SPORTS WAGON in Roman Maroon and Cameo White. Available in 15 solid colors and 12 two-tone combinations.

LAKEWOOD STATION WAGON

THE ONLY WAGON WITH PLENTY OF CARGO SPACE, PLUS A KEY-LOCKING TRUNK
The new Lakewood features the greatest combination of any wagon ever built! Thanks to the Corvair's rear-engine design, the new Lakewood combines the cargo-carrying capacity and versatility of a wagon with a 10-cu.-ft. front trunk. In addition, it's freshly styled, beautifully trimmed and 6-passengers big. The Lakewood comes in two models, both with 4-door convenience, and features a one-piece liftgate. With second seat folded down the Lakewood has 58 cu. ft. of interior load space, and a load floor nearly 6½ feet long. Rugged textured steel deck and seat back are coated with easy-to-clean vinyl.

GREENBRIER SPORTS WAGON

MOST VERSATILE VEHICLE IN THE WORLD Whatever your needs, from serious business to just plain pleasure, the Greenbrier Sports Wagon will rise to the occasion in great style. It's offered in two models: Greenbrier and Greenbrier De Luxe. A low center floor gives the Greenbrier 175.5 cu. ft. of load space. An easy-to-remove second seat, which faces either front or rear, gives plenty of room for the whole family plus a tentful of camping gear in the rear. A third seat, optional at extra cost, gives the Greenbrier full 9-passenger capacity. Access to the cargo area is through double doors in the curb side and at the rear. Double doors for the left side are optional at extra cost.

FOR FURTHER INFORMATION ON CORVAIR FEATURES AND OPTIONAL EQUIPMENT, SEE THE COMPLETE CORVAIR CATALOG.

CORVETTE A NEW LOOK FOR AMERICA'S SPORTS CAR



CORVETTE in Roman Red.

The famous Corvette spirit is clothed in sleek new style for 1961. Its rakish lines are an open invitation to try Corvette at its exhilarating best . . . out on the road. Corvette gives you authentic sports car performance—with precise handling, and deep-throated engines ranging from 230 h.p. up to the 315-h.p. Corvette V8 with Ramjet Fuel Injection. To team with these engines are three great transmissions: standard 3-Speed Synchro-Mesh, fully synchronized 4-Speed Synchro-Mesh* and automatic Powerglide*. Comfortable bucket seats, deep-pile carpeting, custom trim and roll-up windows—plus comfort conveniences and power assists*—offer personal car luxury. A narrower transmission tunnel gives more foot room, and an alternate seat track position makes possible more leg room for '61.

*Optional at extra cost.



CORVETTE in Tuxedo Black. Freshly styled rear features new dual taillight design.

FOR FURTHER INFORMATION ON CORVETTE EQUIPMENT AND OPTIONS, SEE THE COMPLETE CORVETTE CATALOG.



CHEVROLET
FOR ECONOMICAL TRANSPORTATION